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November 2, 2009

Via ECFS

Marlene H. Dortch, Secretary
Federal Communications Commission
445 Twelfth Street, SW
Washington, DC 20554

Re: *WT Docket No. 05-265*

Dear Ms. Dortch:

On Friday, October 30, Syniverse Technologies presented Commission staff from the Wireless Telecommunications Bureau and International Bureau with an informational briefing on international roaming. At the request of the staff, a copy of the slides used in that presentation is being filed in this docket.

Sincerely,

A handwritten signature in black ink, appearing to read "David J. Robinson", written in a cursive style.

David Robinson

Attachment

cc (email): Jim Schlichting
John Leibovitz
Paul Murray
Nese Guendelsberger
Peter Trachtenberg
Christine Clearwater

Roderick Porter
Steven Spaeth
David Strickland



Syniverse[®]
Technologies



Informational Briefing: International Roaming

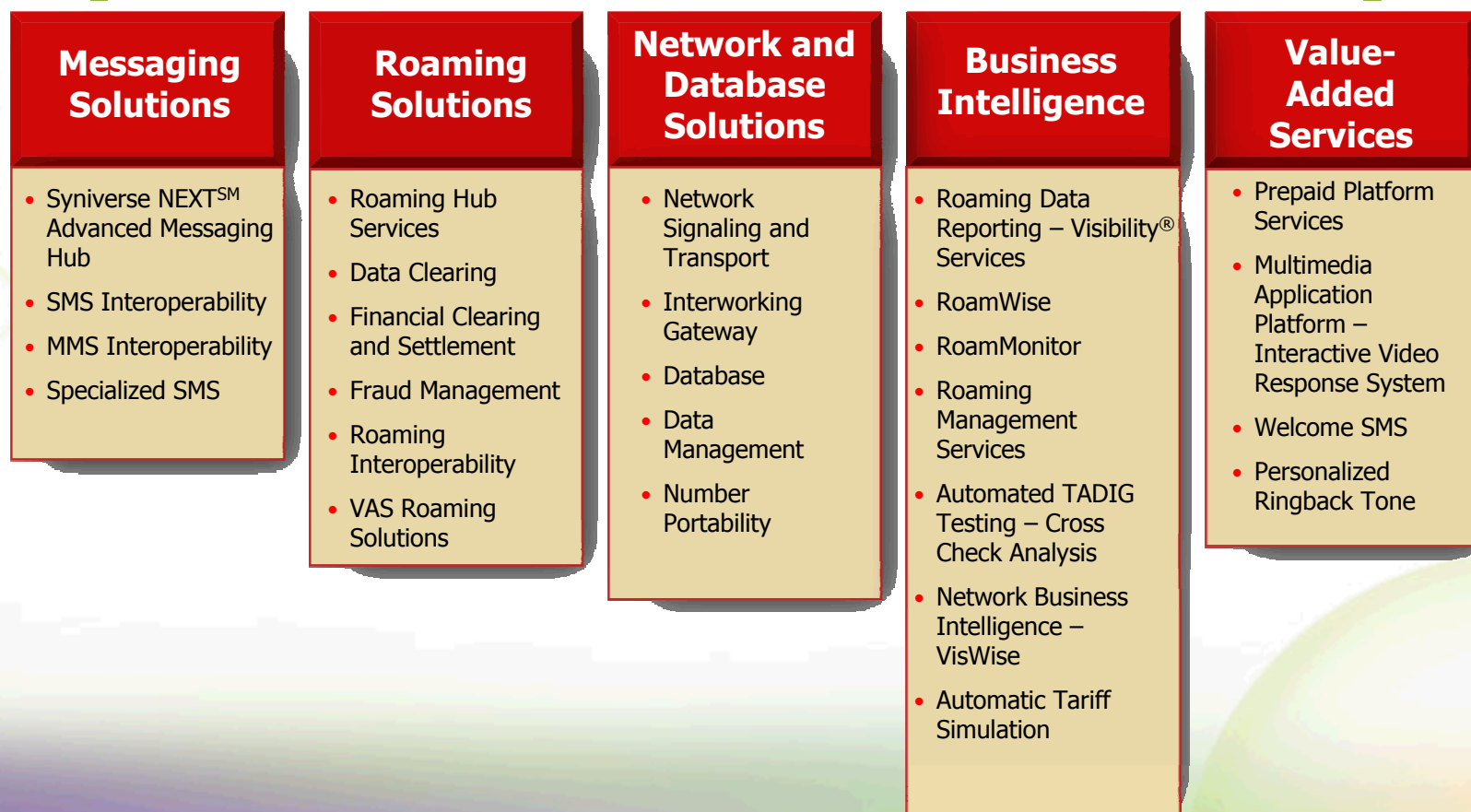
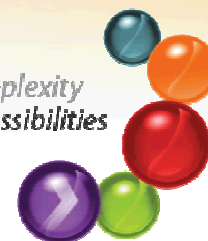
David Robinson

About Syniverse

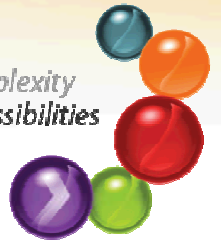
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Five Principal Mission-Critical Industry Solutions

*Simplifying complexity
Delivering possibilities*

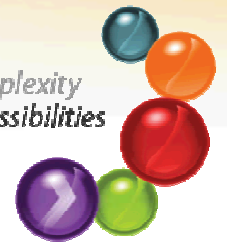


*Simplifying complexity
Delivering possibilities*



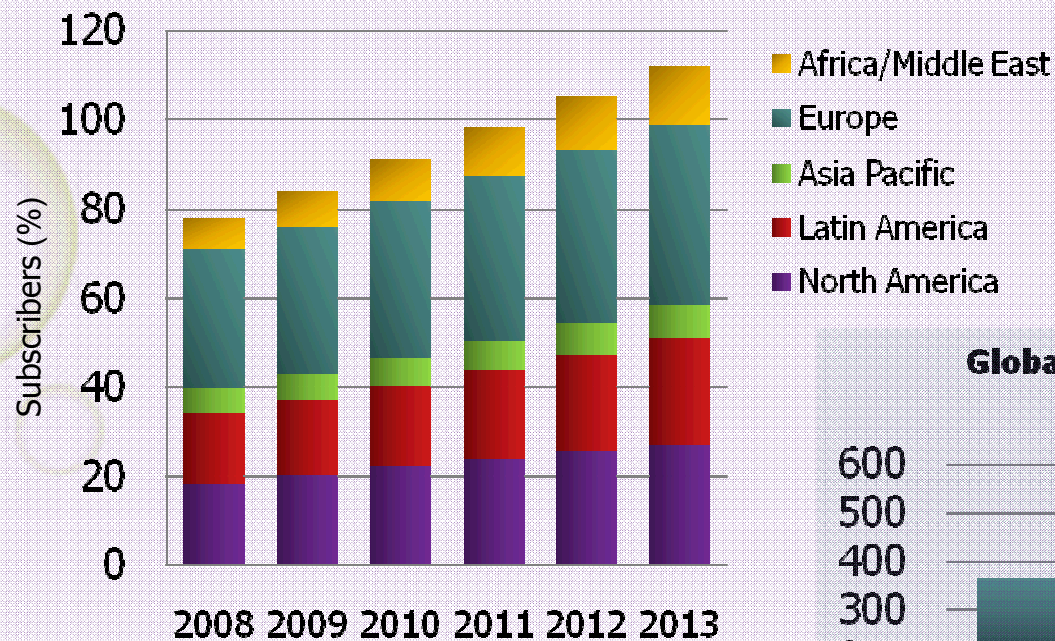
The Roaming Marketplace...





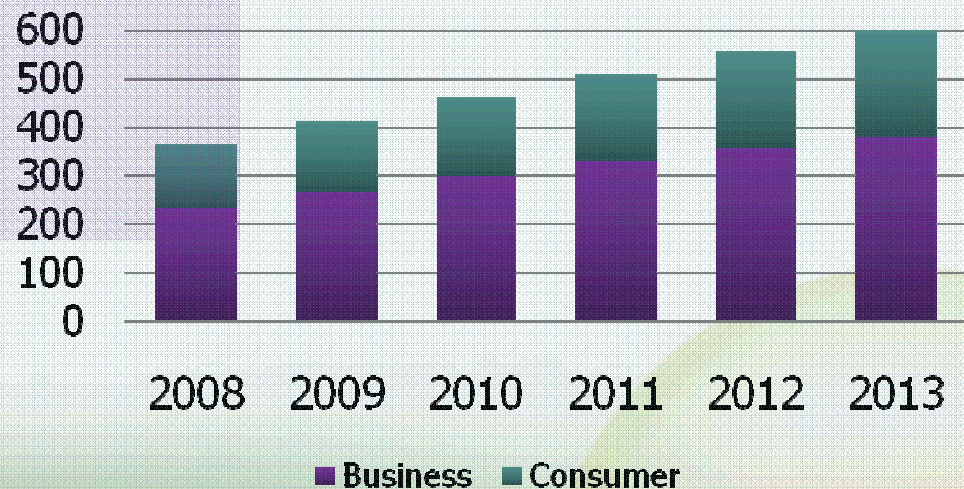
Roaming Market Overview

Global mobile roamers as a percentage of total subscribers, by region, 2008-2013



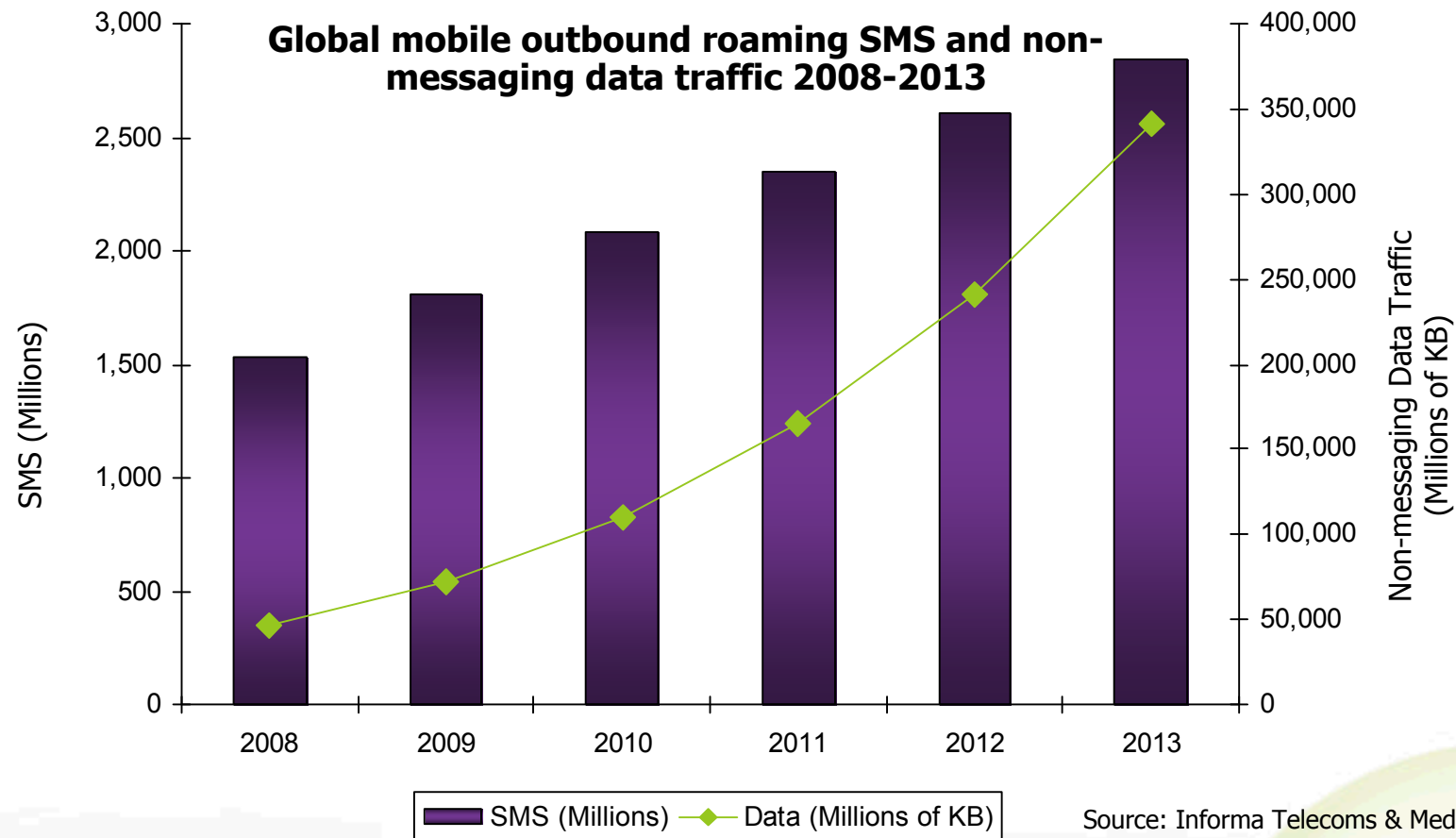
Source: Informa Telecoms & Media - 2008

Global mobile outbound roamers, by user segment, 2008-2013



Rapid Growth in Mobile Data Roaming Traffic

Simplifying complexity
Delivering possibilities



Huge potential for operators to offer differentiated services

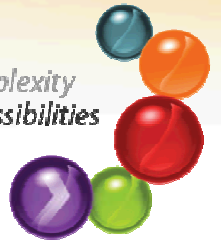


Regulatory Environment

● EU imposed regulations to reduce roaming charges

- July 1, 2009 – reduced SMS and data roaming regulations enforced
 - Reduce price per SMS and MB by 60%
 - Limits price for sending SMS while abroad at €0.11. Receiving an SMS in another EU country will remain free of charge.
 - Reduces cost using mobile data while abroad by introducing a maximum wholesale cap of €1 per megabyte downloaded which will decrease each year.
 - Protects consumers from "bill shocks" by introducing a cut-off mechanism once the bill reaches €50, unless they choose another cut-off limit
 - Operators have until March 2010 to put this cut-off limit in place.
 - Further reduces prices for mobile roaming calls with a maximum tariff of €0.43 for making a call and €0.19 for receiving one.
 - Introduces per second billing after the first 30 seconds for calls made and immediately for calls received.
 - Ensures that citizens are kept adequately informed of the charges that apply for data roaming services.

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Syniverse International Roaming Solutions...





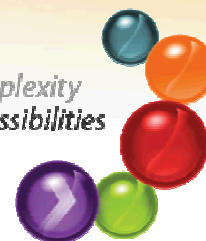
Current Roaming Challenges

- Mobile subscribers' expectations (Quality of Experience)
- Bilateral agreement model cumbersome, inefficient and expensive
- Complex roaming environment
- State-owned providers and political issues
- Better management
 - Near real time measurement and reporting
 - Centralize analysis and commercial actions
- Better monitoring and control
 - Cost controls and "bill shock"
 - Revenue assurance and fraud monitoring



Syniverse MORE™ Roaming Solutions

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● MORE: Coverage

- **Syniverse GSM Sponsored Roaming:** Dual IMSI solution for outbound roaming providing immediate network reach.
- **Syniverse UniRoam® Interstandard Roaming Solution:** Enables CDMA operators to provide their subscribers international roaming.
- **Syniverse Classic Roaming Solutions:** Single connection to simplify direct bilateral roaming.
- **Syniverse OC Roaming Hub:** Single entry point, one connection and one roaming agreement resulting in accelerated time to market for new services, revenue stimulation and cost efficiencies.
- **Syniverse Managed OC Roaming Hub:** Enables groups of operators to offer their own OC Roaming Hub using Syniverse's OC Roaming Hub platform and management of hub services.
- **CAMEL Roaming solutions:** Service option for home or serving operators by enabling more operators' subscribers to roam in more places using CAMEL based services (benefits prepaid consumers).

● MORE: Optimization

- **Syniverse Outsourced Roaming Services:** Outsourced roaming department services: Alleviate complexities, reduce costs, create efficiencies and improve quality within an operator's roaming environment.
- **Business Intelligence Suite:** Intelligent tools to make business decisions that optimize operators' and subscribers high-quality mobile experiences.
- **Value-Added Services:** Provide a virtual home environment and a high-quality roaming experience.

Any of the above bundled to suit operator requirements

Moving to an Open Connectivity Hub Model

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Now

Established large tier 1 and 2 operators

- Reducing ROI
- Cost outweighs returns
- Fixed costs
- Difficult to justify cost of marginal roaming agreements
- Stretched roaming resources
- Slow agreement setup
- Slow 3G data rollout

Roaming Hub

- Reasonable ROI
- Variable cost
- Increase and improve revenue opportunities at minimal cost
- Optimize agreement structure
- Fast agreement setup
- Fast 3G rollout
- Enhance end-user experience
- Improve quality

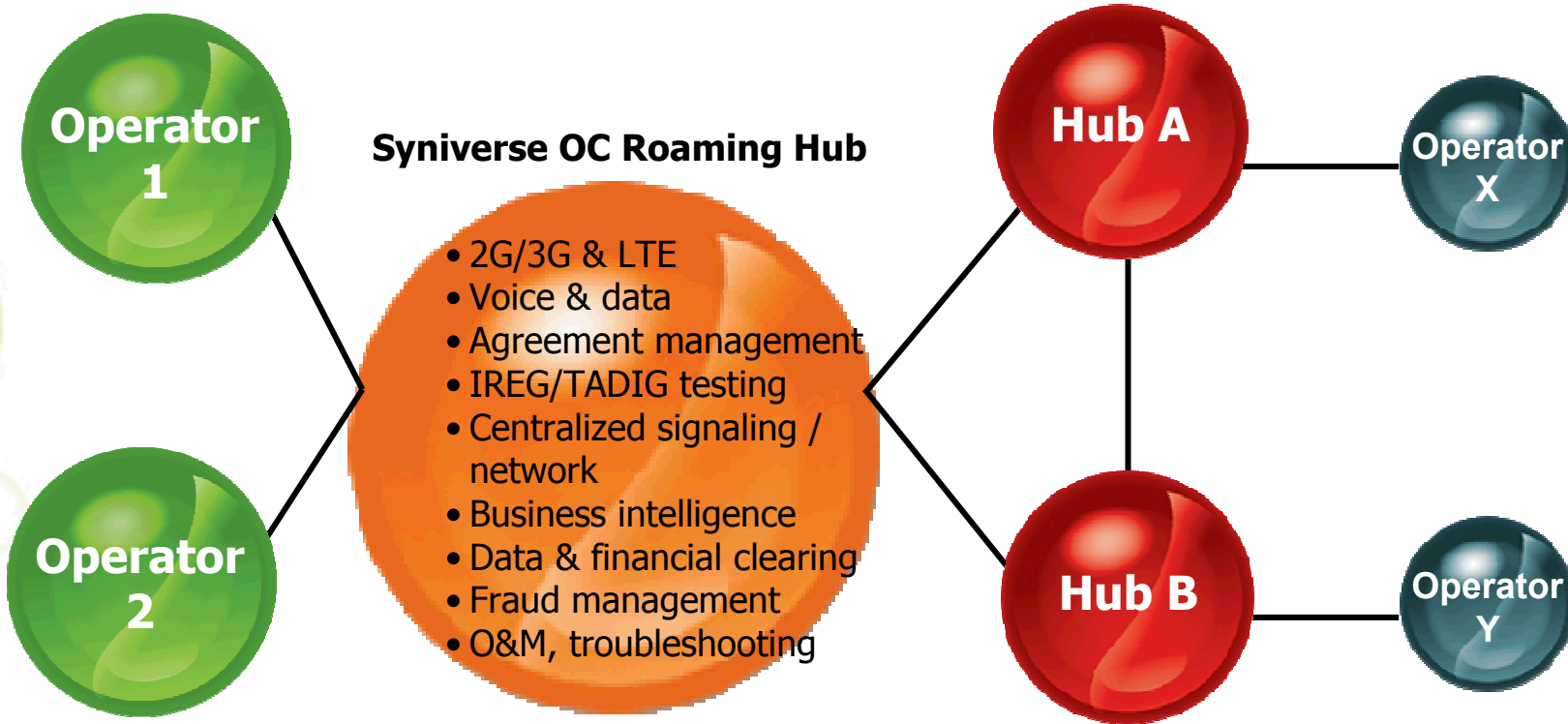
Market entrants, tier 3 and 4 operators

- Inability to obtain large footprint
- High marketing and implementation costs
- Fixed costs
- Stretched roaming resources
- Slow agreement setup

- Increase roaming footprint
- Lower marketing and implementation costs
- Variable costs
- Optimize roaming resources
- Fast agreement setup
- Greater operational efficiencies

OC Roaming Hub Model

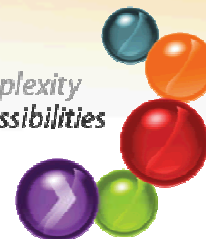
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OC hubs connect you to all hubs and their clients

Optimizing Roaming Efficiency Via Open Connectivity

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- **Extend** the carrier global roaming footprint
- **Manage** existing roaming agreements or establishing new ones
- **Reduce Carrier CAPEX** by quickly enabling new roaming services without major investments in hardware, software or personnel
- **Simplify** management of carrier and consumer relationships
- **Enable faster rollout** of roaming services by reducing agreement setup, testing and data provisioning times, and signaling/network design
- **Optimize** roaming relationships and resources by achieving operational efficiency gains via work-flow centralization and automation
- **Create market differentiation** by deploying value-added services and enhancing quality of service





Resolve Roaming Issues



Roaming Data Analysis
Visibility® Services - RoamProActive

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Working to improve
the "Roaming
experience"...



Offer Choices for Operators and Consumers

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Operators

Advanced Analytics

Predictable Models

Subscribers

Actionable Alerts

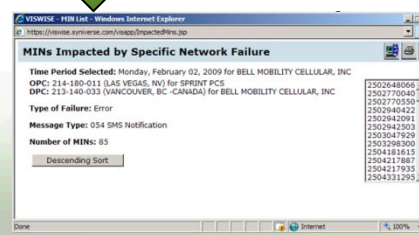
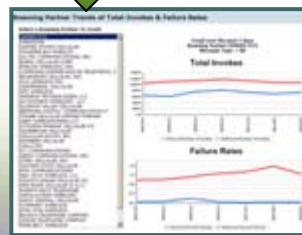
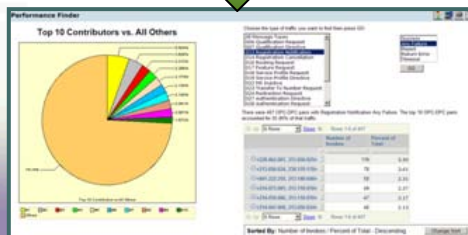
Personalized Interaction

Business Rules Engine (BRE)

Roaming Data Analysis

Predictive Analytics & Revenue Assurance

Mobile Data Usage Monitoring

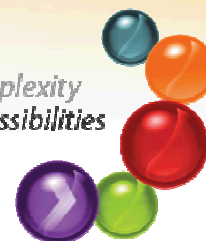


Value Proposition

- Proactive alerting and resolution
- Personalized interaction with end user
- Near real-time actions based on analysis

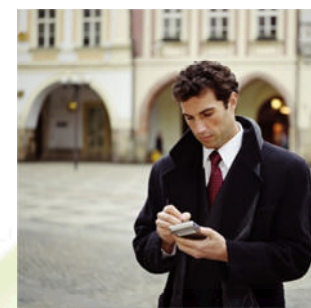
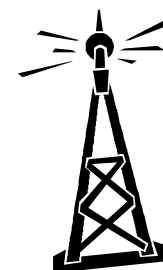
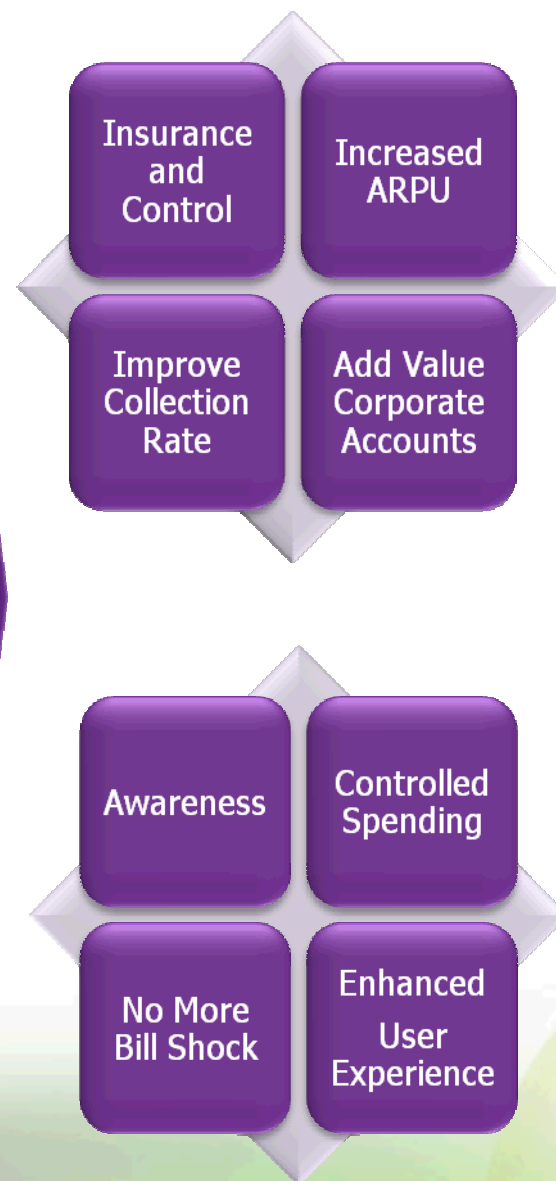
Proactive/Continuous Mobile Data Roaming Policy Control

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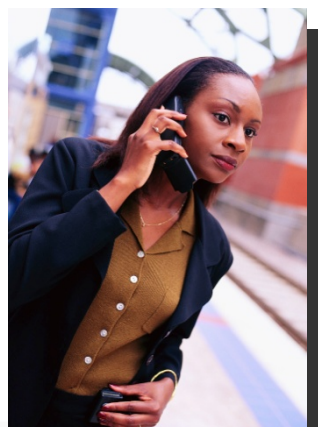
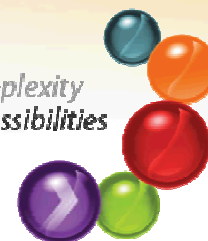


Syniverse RoamMonitor™

- Measure real-time subscriber-level usage data from data network
- Perform retail rating
- Usage monitoring, analysis and reporting
- Usage-based alerts to both operator and subscriber
- Retail rate transparency



Unique Roamer Activity



Benefits:

- Near real time alerts to consumers
- Enables real time troubleshooting and rapid resolution of roaming issues
 - Without toolsets, it could take two to three days just to identify the cause of a problem
- Minimizes billing disputes
- Reduces Carrier OPEX; resolves problems at frontline/entry tiers instead of higher echelon of troubleshooting tools and ranks
 - Traditional network tools handled by level two or three engineers



Advanced Analytics to Resolve Roaming Challenges

Analysis

Traffic forecasting and behavior analysis

Optimization

Discount, steering and rating optimization

Management

Revenue assurance and margin follow up

**Roaming Business Maximization
(RoamWise)**



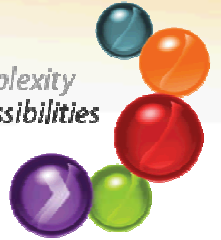
Provide Cost Savings

- Detection of revenue leakages due to:
 - Problems in TAP processing
 - Problems in rating
 - Problems mediation
- Optimization of traffic steering
- Optimization of discount agreements
- Offer consumers “roaming options” while traveling



Improving Communication with Subscribers

*Simplifying complexity
Delivering possibilities*



Accurate knowledge of roamers' behavior leads to:

- Compliance with customer spend limits
- Introduction of targeted retail plans
- New choices in roaming plans
- Network choices while traveling





Conclusion

- Today's environment brings more technical and business options for managing roaming
- Existing solutions provide operators global reach while offering subscribers personalization and control
- An integrated approach to roaming reduces complexity
 - Allow subscribers to take their device with them
 - Provide operators business intelligence to serve "network visitors"
- Carriers want to offer wireless subscribers high-quality mobile experiences – everywhere they travel!
 - Integrated solutions for communicating roaming usage information
 - Help operators make transparent business decisions
 - Provide service option choices to subscribers when they travel